



1997 ECONOMIC CENSUS
MISCELLANEOUS RETAILING

OMB No. 0607-0826: Approval Expires 08/31/99

DUE DATE FEBRUARY 12, 1998

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

Please read the accompanying instructions before answering the questions.

Census use

RT-5916

(Please correct any errors in name, address, and ZIP Code.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

Item 1. EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 Yes 2 No – Report current EIN below

(9 digits)

Item 2. PHYSICAL LOCATION

a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)

093 1 Yes 2 No – Report physical location below

Number and street

City, town, village, etc. State ZIP Code

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 Yes 3 No legal boundaries 2 No 4 Do not know

c. In what type of municipality is this establishment physically located?

096 1 City, village, or borough 2 Town or township 3 Other – Specify 4 Do not know

d. In what county (e.g., Dade County) is this establishment physically located?

Item 3. OPERATIONAL STATUS

a. How many months during 1997 was this establishment actively operated?

002

b. Which of the following best describes this establishment's status at the end of 1997? Mark (X) only ONE box.

001 1 In operation 2 Temporarily or seasonally inactive 3 Ceased operation – Give date at right 4 Sold or leased to another operator – Give date at right AND enter name, etc., below

Figures only

Month Year

Name of new owner or operator

Number and street

City State ZIP Code

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

Example: If a figure is \$1,125,628.79

Preferred

Acceptable

Item 4. DOLLAR VOLUME OF BUSINESS

Sales of merchandise and other operating receipts for 1997 (Exclude sales or other taxes collected)

Item 5. PAYROLL

Payroll in 1997, BEFORE DEDUCTIONS

a. Annual

b. First quarter (January–March)

Item 6. EMPLOYMENT

Number of paid employees for pay period including March 12, 1997 (Include both full- and part-time employees)

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS

a. Kind of business

What was this establishment's PRINCIPAL kind of business in 1997? Mark (X) only ONE box.

070

Antique store (including rare books and manuscripts).

Art dealer

Artists' supply store

Boat dealer

Collectors' items and supplies store (philatelist, numismatist, etc.)

Convalescent aids store

Cosmetics, beauty supplies, and perfume store

Farm supplies store or dealer

Floor coverings store

Florist.

General (full-line) sporting goods store

ITEM 7 CONTINUED ON PAGE 2

Item 7.

KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

a. Kind of business – Continued

070

Gift, novelty, souvenir store

Health and beauty aids store (without pharmacy)

Hearing aid store

Household appliance store

Jewelry store

Monument and tombstone dealer

Musical instrument and supply store

Nursery or garden center

Optical goods store

Orthopedic and artificial limbs store

Party goods store

Pet shop

Radio, TV, stereo, and electronics store

Religious goods store

Swimming pool (above ground) and supplies dealer

Swimming pool construction/contractor (in ground)

Telephone store

Trading cards or sports memorabilia store

Trophy/award shop

Other kind of business – Describe

5947001

5912202

5999913

5722001

5944001

5999925

5736001

5261204

5995001

5999914

5999928

5999101

5731201

5999926

5999927

1799301

5999501

5999601

5999701

7777777

b. Selling characteristics

1. In what format did this establishment PRIMARILY sell in 1997? Mark (X) only ONE box.

068

From physical displays of priced merchandise . .

From a counter (little or no display)

From a warehouse or office

Other – Describe

2. How did this establishment PRIMARILY attract new customers in 1997? Mark (X) only ONE box.

069

Location and store attractiveness

Advertising to the general public, including direct mail advertising

Advertising to the trade or calls directly to customers

Other – Describe

Item 8.

METHOD OF SELLING

What was this establishment’s PRINCIPAL method of selling in 1997? Mark (X) only ONE box.

235

Selling at this establishment

Mail order (include catalog selling and home shopping via television or computer)

Telemarketing

Direct selling (include selling from house-to-house and nonfixed or temporary locations)

Operating merchandise vending machines

1

2

3

4

5

Item 9.

CLASS OF CUSTOMER

Report the percentage of this establishment’s total sales in 1997 (item 4) to each class of customer.

a. General public (household consumers and individuals)

b. Other, including retailers; wholesalers; institutional, industrial, commercial, professional, and farm users (for use in farm production); and government

Whole percent of sales

237

239

Item 10.

MERCHANDISE LINES

Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales. (See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS below)

HOW TO REPORT PERCENTS

If figure is 38.76% of total sales:

• Report whole percents

Not acceptable

Mil.

Thou.

Dol.

Per-cent

39

38.76

Merchandise lines

Census use

ESTIMATES are acceptable. Report dollars OR percents.

Mil.

Thou.

Dol.

Per-cent

1. Art goods (Include original pictures and sculptures. Report artists’ supplies on line 2 and reproductions on line 22.)

230

231

0863

232

2. Artists’ materials and supplies

0869

3. Drugs, health aids, beauty aids

a. Prescriptions

b. Nonprescription medicines

c. Vitamins, minerals, and other dietary supplements

d. Health aids (Include first-aid products; foot products; prescription accessories; eye/contact lens care products; convalescent aids; orthopedic equipment, except shoes; and artificial limbs. Report first-aid and footcare nonprescription medicines on line 3b. Report orthopedic shoes on line 38.)

e. Cosmetics (include face cream, make-up, perfumes and colognes, etc.)

f. Other hygiene needs (include deodorants; hair and shaving products; oral, feminine, and baby hygiene needs; hand products; etc.)

g. Hearing aids and supplies

h. Sum of lines 3a through 3g

0161

0162

0163

0164

0165

0166

0167

0160

4. Toys, hobby goods, and games

0460

5. Sporting goods

a. Trophies and plaques

b. All other sporting goods (include boats, bicycles, snowmobiles, go-carts, exercise/fitness equipment, etc.)

c. Sum of lines 5a and 5b

0511

0521

0500

6. Seasonal decorations (include decorative plates, napkins, and cups)

0878

7. Artificial/silk flowers, plants, and trees

0879

8. Fireworks

0874

9. Coins, medals, and other numismatic items

0867

10. Stamps, autographs, and other philatelic materials and supplies

0868

11. Religious goods, except books (Report books on line 15)

0871

12. Monuments and grave markers

0873

ITEM 10 CONTINUED ON PAGE 3

RT

If not shown, please enter your 11-digit Census File Number from the address label on page 1						Census File Number					
Item 10. MERCHANDISE LINES – Continued						Item 10. MERCHANDISE LINES – Continued					
Merchandise lines	Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.				Merchandise lines	Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent			Mil.	Thou.	Dol.	Per-cent
13. Souvenirs and novelty items	0877					35. Women’s, juniors’, and misses’ wear (Report girls’ and infants’ and toddlers’ wear on line 37 and footwear on line 38)	0220				
14. Telephones	0865					36. Men’s wear (Report boys’ wear on line 37 and footwear on line 38)	0200				
15. Books (Report audio tape books on line 23 and comic books on line 16)	0420					37. Children’s wear (Include boys’ (sizes 2 to 7 and 8 to 20), girls’ (sizes 4 to 6x and 7 to 14), and infants’ and toddlers’ clothing and accessories. Report footwear on line 38.)	0240				
16. Magazines and newspapers	0856					38. Footwear (include accessories)	0260				
17. Typewriters	0882					39. Curtains, draperies, blinds, slipcovers, bed and table coverings	0280				
18. Pets, pet foods, and pet supplies	0800					40. Sewing and knitting materials and supplies	0270				
19. Ice	0866					41. Pools, pool chemicals, and pool supplies and accessories	0876				
20. Optical goods (include eyeglasses, contact lenses, sunglasses, etc.)	0490					42. Dimensional lumber and other building/structural materials and supplies (Include spas, hot tubs, and saunas. Report paint and sundries on line 48.)	0640				
21. Jewelry (include watches, watch attachments, novelty jewelry, etc.)	0400					43. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.	0620				
22. Kitchenware and homefurnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)	0380					44. Hardware, tools, and plumbing and electrical supplies	0600				
23. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books)	0330					45. Household fuels (oil, LP gas, wood, coal)	0780				
24. Computer hardware, software, and supplies (Report computer-related furniture on line 28. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 25. Report office supplies on line 49.)	0370					46. Soaps, detergents, and household cleaners	0180				
25. Office equipment (Include fax machines, dictaphones, copying machines, calculating machines, etc. Report office supplies on line 49.)	0854					47. Paper and related products (include paper towels, toilet tissue, wraps, bags, foils, etc.)	0190				
26. Antiques (items over 100 years old)	0861					48. Paint and sundries	0670				
27. Collectibles (items which are old, but less than 100 years old, and limited in supply)	0862					49. All other merchandise (Report receipts for services on line 50)	9810				
28. Furniture (include outdoor/patio furniture)	0340					Specify principal lines and estimated sales below					
29. Major household appliances (include refrigerators, ranges, microwave ovens, room air-conditioners, etc.)	0300					a. 076	9811				
30. Small electric appliances (include mixers, toasters, coffee makers, personal care appliances, etc.)	0310					b. 077	9812				
31. Tobacco products and accessories (exclude sales from vending machines operated by others)	0150					c. 078	9813				
32. Packaged liquor, wine, and beer	0140					50. Nonmerchandise receipts EXCLUDING SALES AND OTHER TAXES (include all receipts from customers for parts installed in repair and charges for delivery, repair, maintenance, storage, installation, alteration, on-site construction, rental or lease of tools and equipment, video tape rental, and other services provided to customers)	9900				
33. Groceries and other food items for human consumption off the premises	0100					51. TOTAL (Should equal item 4 if reporting in dollars)	9990				100%
34. Meals and snack items generally served for immediate consumption	0120										

<div>Item 11. SPECIAL INQUIRIES</div> <div>Did sales of used or secondhand merchandise (including antiques and collectibles) account for more than 75 percent of the sales and receipts (item 4) of this establishment in 1997?</div> <div>248<div><div>1</div><div><input type="checkbox"/></div>Yes</div><div><div>2</div><div><input type="checkbox"/></div>No</div></div>					<div>Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION – Continued</div> <div><div>d. How many establishments operated under the Employer Identification Number shown in the label (or as corrected in item 1) AT THE END of 1997?</div><div>Number<div>079</div></div></div> <div>If more than one, provide the physical location address and other information indicated below for each establishment. The headquarters location should be first, followed by all other locations. If more room is needed, continue in the same format in REMARKS or on a separate sheet of paper.</div> <div>Estimates are acceptable if book figures are not available.</div>				
<div>Item 12. Not applicable to this report</div>									
<div>Item 13. LEGAL FORM OF ORGANIZATION</div> <div>Which of the following best describes this establishment's legal form of organization during 1997? Mark (X) only ONE box.</div> <div>003<div><div>1</div><div><input type="checkbox"/></div>Individual owner (sole proprietorship)</div><div><div>2</div><div><input type="checkbox"/></div>Partnership</div><div><div>3</div><div><input type="checkbox"/></div>Cooperative association (taxable)</div><div><div>4</div><div><input type="checkbox"/></div>Cooperative association (tax-exempt)</div><div><div>5</div><div><input type="checkbox"/></div>Government – Specify</div><div><div>0</div><div><input type="checkbox"/></div>Corporation (Do not mark if any form of cooperative association)</div><div><div>9</div><div><input type="checkbox"/></div>Other – Specify</div></div>									